K-Love is my station of choice in our area. We receive it via FM Translators and there is no local broadcast like it in the area. This is a "voice in the wilderness" station where the only other choices are country and rock. I believe that this station has the opportunity to change many lives by the message of hope it broadcasts. We have enough other stations in the area to bring secular music; we really need the music and the message K-Love brings to our area.